



EXPRESS MAIL LABEL NO. EV329631443US

#18/B
6/24/03 PM
PATENT APPLICATION
Docket No. 14531.46

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Phillip Y. Goldman, et al.

Serial No: 09/264,432) Art Unit

) 2614

Filed: March 8, 1999)

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Confirmation No.: 3073)

)

For: SYSTEM AND METHOD OF INSERTING)
ADVERTISEMENTS INTO AN INFORMATION)
RETRIEVAL SYSTEM DISPLAY)

RECEIVED

JUN 23 2003

Examiner: Scott E. Beliveau)

Technology Center 2600

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AMENDMENT "C" AFTER FINAL

FILED AS A PRELIMINARY AMENDMENT WITH AN RCE

Mail Stop AMENDMENT – FEE

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

Responsive to the Office Action dated March 26, 2003 (paper No.16), Applicant respectfully requests entry of the following amendments and reconsideration of the pending claims, and the further remarks herein.

Amendments made herein are in accordance with the permissive rules released January 31, 2003 (see <http://www.uspto.gov/web/offices/pac/dapp/opla/preognitice/revamdtprac.htm>).